## ORDER

Orders Order / Rev: 37671 Alt Order #: Product Desc: Pres-R KLAS Estimate: 494 Flight Dates: 10/24/12 - 11/06/12 Primary AE: Mike Jones Original Date / Rev: 10/23/12 / 10/23/12 Sales Office: K-WAS Order Type: **GENERAL** Sales Region: National Agency Name: **American Rambler Production Buying Contact:** Stephanie Kincaid Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 138 Conant St. Billing Cycle: EOM/EOC Beverely, MA 01915 Agency Commission: 15% Romney, Mitt / R-Pres Advertiser Name: New Business Thru: Demographic: A25-54

00:15:00 Product Codes: P01 Order Separation: Advertiser External ID: LV3 Priority: Agency External ID: AGY, POL, CAND Revenue Codes:

Bill Plan Gross Amount Net Amount Start Date **End Date** # Spots \$106,781.25 91 \$125,625.00 10/01/12 10/28/12 10/29/12 10/30/12 48 \$62,400.00 \$53,040.00

**Totals** # Spots **Gross Amount** Net Amount Rating Month 0.00 \$106,781.25 October 2012 91 \$125,625.00 \$53,040.00 0.00 48 \$62,400.00 November 2012 0.00 Totals 139 \$188,025.00 \$159,821.25

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones	•		Start Of Order - End Of Order	100%

L	.n	Ch	n Start	End	Inventory Code	e Break	Start/End	Time Days	Len Sp	ots	Rate Pri		Spots	Amount
	1	8	3 10/29/1:	2 10/30/12	8 News Now 6a	M-F CM	6-7a	22	:30	4	\$965.00LV1	0.00 NM	4	\$3,860.00
					8 News Now 6a	M-F								
			Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	We	eek	: 10/29/12	11/04/12	22	4	\$965.00	0.00						
	2	- (	8 10/29/1	2 10/30/12	CBS This Mornin	ng 7-9a CM	7-9a	22	:30	4	\$700.00LV1	0.00 NM	4	\$2,800.00
					CBS This Morni	ng								
			Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	We	eek	: 10/29/12	11/04/12	22	4	\$700.00	0.00					100	1200 State S
1	3		8 10/29/1	2 10/30/12	Live w/Kelly	CM	9-10a	22	:30	4	\$300.00LV2	0.00 NM	4	\$1,200.00
					Live w/Kelly								14	
			Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
_	We	eek	: 10/29/12	11/04/12	22	4	\$300.00	0.00						00 450 00
	4		8 10/29/1	2 10/30/12	Price Is Right	CM	10-11a	MT	:30	2	\$1,575.00LV1	0.00 NM	2	\$3,150.00
					Price Is Right									
			Start Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
_	We	eek	: 10/29/12	11/04/12	MT		\$1,575.00	0.00				0.00.104	_	00 000 00
	5		8 10/29/1	2 10/30/12	Y&R	CM	11a-12p	MT	:30	2	\$1,925.00LV1	0.00 NM	2	\$3,850.00
					Young & Restle									
			Start Date	End Date	Weekdays	Spots/Week		Rating						
_	We	eek	: 10/29/12	11/04/12	MT		\$1,925.00	0.00			** *** ***	0.00.104		64 500 00
N	6		8 10/29/1	2 10/30/12	8 News Now No		12-1230p	22	:30	4	\$1,140.00LV1	0.00 NM	4	\$4,560.00
					8 News Now No		200							
			Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					I	

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**KLAS** 

Order / Rev: 37671

Advertiser:

Romney, Mitt / R-Pres

Alt Order #:

Product Desc:

Pres-R

Flight Dates: 10

10/24/12 - 11/06/12

Estimate:

494

**Inventory Code** Ch Start/End Time Days l.n Start End Break Len Spots Rate Pri Rtg Type Spots Amount N 6 10/29/12 10/30/12 8 News Now Noon M-F CM 22---:30 4 \$1,140.00LV1 0.00 NM \$4,560.00 12-1230p 8 News Now Noon M-F Start Date **End Date Weekdays** Spots/Week Rate Rating 11/04/12 22----4 \$1,140.00 0.00Week: 10/29/12 10/29/12 10/30/12 8 1230-2p Soaps/ LMAD CM 1230-2p MT----:30 2 \$1,315.00LV1 0.00 NM 2 \$2,630.00 Soaps / Let's Make A Deal **End Date** Rating **Start Date Weekdays** Spots/Week Rate Week: 10/29/12 11/04/12 MT----\$1,315.00 0.00 :30 2 \$1,315.00LV1 0.00 NM 2 \$2,630.00 10/29/12 10/30/12 The Talk 2-3P CM 2-3p MT----The Talk Weekdays **End Date** Spots/Week Rating Start Date Rate Week: 10/29/12 11/04/12 MT----2 \$1,315.00 0.00 0.00 NM \$1,700.00 3-4p 22----:30 \$425.00LV2 10/29/12 10/30/12 CM Ellen Ellen Weekdays Spots/Week Rating Start Date **End Date** Rate 22----\$425.00 0.00 11/04/12 4 Week: 10/29/12 0.00 NM \$1,800.00 \$450.00LV2 10/29/12 10/30/12 8 News Now 4p M-F 4-5p 22----:30 10 (4:30 PM-5:00 PM) 8 News Now 4p M-F Rating Start Date **End Date** Weekdays Spots/Week Rate 22----0.00 11/04/12 \$450.00 Week: 10/29/12 0.00 NM 22----:30 \$500.00LV2 4 \$2,000.00 8 News Now 5-630p M-FCM 5-630p 10/29/12 10/30/12 8 News Now 5-630p M-F **End Date** Weekdays Spots/Week Rate Rating Start Date 22----\$500.00 0.00 Week: 10/29/12 11/04/12 \$325.00LV2 0.00 NM 2 \$650.00 11----:30 2 630-7p Inside Edition CM 630-7p 10/29/12 10/30/12 N 12 Inside Edition Spots/Week Rating **End Date** Weekdays Rate **Start Date** 11----\$325.00 0.00 Week: 10/29/12 11/04/12 \$2,450.00 11----:30 2 \$1,225.00LV1 0.00 NM 2 CM 7-8p 8 10/29/12 10/30/12 7-8p Rotator 13 7-8p Rotator Rating Spots/Week Rate **End Date Weekdays** Start Date Week: 10/29/12 11----2 \$1,225.00 0.00 11/04/12 \$4,200.00 2 \$2,100.00LV1 0.00 NM 10/29/12 10/30/12 8 News Now 11p M-F CM 11-1135p 11----:30 8 News Now 11p M-F Rating Weekdays Spots/Week <u>Rate</u> **End Date** Start Date 0.00 \$2,100.00 11----Week: 10/29/12 11/04/12 2 \$550.00 0.00 NM 11----:30 \$275.00LV2 10/29/12 10/30/12 CM 1135p-1237a I etterman Letterman <u>Rate</u> Spots/Week Rating Start Date **End Date** Weekdays 0.00 11----\$275.00 11/04/12 Week: 10/29/12 \$5,790.00 0.00 NM 6 --222--:30 6 \$965.00LV1 8 News Now 6a M-F 6-7a CM 10/24/12 10/26/12 16 8 News Now 6a M-F Rating Weekdays Spots/Week Rate **End Date** Start Date --222--\$965.00 0.00 10/28/12 Week: 10/22/12 \$4,200.00 --222--:30 \$700.00LV1 0.00 NM 6 CBS This Morning 7-9a CM 7-9a 10/24/12 10/26/12 **CBS This Morning** Spots/Week Rating Rate Start Date **End Date Weekdays** 0.00 --222--\$700.00 Week: 10/22/12 10/28/12 --222--:30 \$300.00LV2 0.00 NM 6 \$1,800.00 9-10a CM 10/24/12 10/26/12 Live w/Kelly 18 Live w/Kelly Rating Spots/Week Rate Weekdays Start Date **End Date** \$300.00 0.00 --222--10/28/12 Week: 10/22/12 \$1,575.00 --WTF--:30 1 \$1,575.00LV1 0.00 NM CM 10-11a 10/24/12 10/26/12 Price Is Right 19 Price Is Right Spots/Week Weekdays Rate Rating **End Date Start Date** --WTF--0.00 1 \$1,575.00 10/28/12 Week: 10/22/12 6 \$6,840.00 --222--:30 6 \$1,140.00LV1 0.00 NM 8 News Now Noon M-F CM 12-1230p 10/24/12 10/26/12 20 8 8 News Now Noon M-F Spots/Week Rate Rating **Weekdays** Start Date **End Date** 

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**KLAS** 

Order / Rev: 37671

Advertiser:

Romney, Mitt / R-Pres

Alt Order #:

Flight Dates:

10/24/12 - 11/06/12

Product Desc:

7,000,000

Estimate:

494

Pres-R

Ln Ch Start End **Inventory Code** Start/End Time Days Break Len Spots Rate Pri Rtg Type Spots Amount 20 8 10/24/12 10/26/12 8 News Now Noon M-F CM 12-1230p :30 6 \$1,140.00LV1 0.00 NM \$6,840.00 8 News Now Noon M-F **End Date** Start Date Weekdays Spots/Week Rate Rating 10/28/12 --222--0.00 Week: 10/22/12 6 \$1,140.00 21 8 10/24/12 10/26/12 1230-2p Soaps/ LMAD CM 1230-2p --WTF--:30 3 \$1.315.00LV1 0.00 NM 3 \$3,945.00 Soaps / Let's Make A Deal **Start Date End Date** Weekdays Spots/Week Rating Rate Week: 10/22/12 10/28/12 --WTE--\$1,315.00 0.00 --111--:30 3 \$1.315.00LV1 0.00 NM 3 \$3,945.00 22 10/24/12 10/26/12 The Talk 2-3P CM 2-3p The Talk Weekdays Start Date **End Date** Spots/Week Rating Rate --111--Week: 10/22/12 10/28/12 3 \$1,315.00 0.00 0.00 NM \$2,550.00 --222--:30 \$425.00LV2 6 CM 10/24/12 10/26/12 Ellen 3-4p Ellen Spots/Week Rating **Start Date End Date** Weekdays Rate --222--\$425.00 0.00 6 10/28/12 Week: 10/22/12 \$2,700.00 \$450.00LV2 0.00 NM 6 --222--:30 10/24/12 10/26/12 8 News Now 4p M-F 4-5p 24 (4:30 PM-5:00 PM) 8 News Now 4p M-F Spots/Week Rating **Start Date End Date** Weekdays Rate --222--\$450.00 0.00 Week: 10/22/12 10/28/12 6 8 News Now 5-630p M-FCM --222--:30 6 \$1,750.00LV1 0.00 NM \$10,500.00 5-630p N 25 10/24/12 10/26/12 8 News Now 5-630p M-F **End Date** Weekdays Spots/Week Rate Rating **Start Date** --222--\$1,750.00 0.00 Week: 10/22/12 10/28/12 :30 \$325.00LV2 0.00 NM 3 \$975.00 630-7p --111--630-7p Inside Edition CM 10/24/12 10/26/12 N 26 Inside Edition **End Date** Spots/Week Rate Rating **Start Date** Weekdays 0.00 10/28/12 --111--\$325.00 Week: 10/22/12 3 \$3,675.00 --111--:30 3 \$1,225.00LV1 0.00 NM 10/24/12 10/26/12 7-8p Rotator CM 7-8p 8 7-8p Rotator Rating Spots/Week Rate **End Date** Weekdays Start Date --111--\$1,225.00 0.00 Week: 10/22/12 10/28/12 0.00 NM 3 \$6,300.00 10/24/12 10/26/12 8 News Now 11p M-F CM 11-1135p --111--:30 3 \$2,100.00LV1 28 8 News Now 11p M-F Rating Weekdays Spots/Week Rate **End Date** Start Date 0.00 3 \$2,100.00 10/28/12 --111--Week: 10/22/12 0.00 NM 3 \$2,895.00 :30 \$965.00LV1 1135p-1237a --111--10/24/12 10/26/12 CM Letterman 29 Letterman End Date Spots/Week Rate Rating **Start Date** Weekdays 0.00 --111--\$965.00 10/28/12 Week: 10/22/12 3 \$2,370.00 0.00 NM --111--:30 3 \$790.00LV1 10/24/12 10/26/12 8 News Now 5a M-F 5-6a CM 30 8 News Now 5a M-F Rating End Date Weekdays Spots/Week Rate **Start Date** 10/28/12 --111--\$790.00 0.00 Week: 10/22/12 0.00 NM \$370.00 11----:30 2 \$185.00LV3 2 8 News Now 5a M-F CM 5-6a 10/29/12 10/30/12 8 News Now 5a M-F Rating Spots/Week Rate End Date Weekdays Start Date \$185.00 0.00 11----11/04/12 Week: 10/29/12 NCAA College Foo----S-:30 \$300.00LV2 0.00 NM 2 \$600.00 CM 10/27/12 10/27/12 NCAA Football 32 NCAA College Football Spots/Week Rating **End Date** Rate Start Date Weekdays \$300.00 0.00 10/28/12 Week: 10/22/12 \$225.00 ----S-:30 \$225.00LV2 0.00 NM 1 5-7p 8 News Now Sat 5-7p CM 10/27/12 10/27/12 8 News Now Sat 5-7p Rating **End Date** Weekdays Spots/Week Rate Start Date ----S-\$225.00 0.00 10/28/12 Week: 10/22/12 0.00 NM \$275.00 ----S-:30 \$275.00LV2 1 10/27/12 10/27/12 Politics Now S Sebelius CM Various 8 Politics Now S Sebelius Spots/Week Rate Rating Weekdays **End Date** Start Date

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KLAS

Order / Rev: 37671

Advertiser:

Romney, Mitt / R-Pres

Alt Order #:

0/04/40 44/06/40

Product Desc:

Pres-R

Flight Dates:

10/24/12 - 11/06/12

Estimate:

494

Ln Cl	h Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
34	8 10/27/1	2 10/27/12	Politics Now S Se		Various	S-	:30	1	\$275.00LV2	0.00 NM	1	\$275.00
Mook	Start Date	End Date 10/28/12	Weekdays	Spots/Week	<u>Rate</u> \$275.00	Rating 0.00						
			CBS Early Show		5-7a	S-	:30	2	\$335.00LV1	0.00 NM	2	\$670.00
	Start Date	End Date	CBS Early Show Weekdays	- Sat. Spots/Week	<u>Rate</u>	Rating						
	: 10/22/12 8 10/28/1	10/28/12 2 10/28/12	8 News Now Sun	AM #CM	\$335.00	0.00 Sun AS	:30	1	\$150.00LV2	0.00 NM	1	\$150.00
37	6 10/20/1	2 10/20/12	8 News Now Sun		O NEWS NOW	7 Guil Paranas	.50	•	\$150.00EVZ	0.00 1414	'	<b>\$100.00</b>
Week	Start Date :: 10/22/12	End Date 10/28/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$150.00	Rating 0.00						
		2 10/28/12	CBS News Sunda	•	CBS Sunda	y MorniS	:30	2	\$1,225.00LV1	0.00 NM	2	\$2,450.00
<b>10</b> /1-	Start Date	End Date	Weekdays S	Spots/Week	<u>Rate</u> \$1,225.00	Rating 0.00						
	8 10/28/1 8 10/28/1	10/28/12 2 10/28/12		AM #2CM		v Sun AS	:30	2	\$350.00LV2	0.00 NM	2	\$700.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	:: 10/22/12 8 10/28/1	10/28/12 2 10/28/12	Face The Nation	CM	\$350.00	0.00 ationS	:30	1	\$400.00LV2	0.00 NM	1	\$400.00
40	0 10/20/1	2 10/20/12	Face The Nation	Civi	1 ace The IV		.00	•	Q-00.00LV2	0.00 1	,	<b>V</b> 100.00
Week	Start Date c: 10/22/12	End Date 10/28/12	Weekdays	Spots/Week 1	<u>Rate</u> \$400.00	Rating 0.00						
41	8 10/28/1	2 10/28/12	NFL Reg Season NFL Football Reg		NFL Footba	II RegS	:30	2	\$7,700.00LV1	0.00 NM	2	\$15,400.00
Meek	Start Date	End Date 10/28/12	Weekdays	Spots/Week	<u>Rate</u> \$7,700.00	Rating 0.00						
		2 10/28/12	Sun 7-8p	СМ	7-8p	S	:30	1	\$1,500.00LV2	0.00 NM	1	\$1,500.00
Maak	Start Date c: 10/22/12	End Date 10/28/12	60 Minutes WeekdaysS	Spots/Week	<u>Rate</u> \$1,500.00	Rating 0.00						
		2 10/28/12		СМ	9-10p	S	:30	2	\$5,600.00LV1	0.00 NM	2	\$11,200.00
Week	Start Date c: 10/22/12	End Date 10/28/12	Weekdays S	Spots/Week 2	<u>Rate</u> \$5,600.00	Rating 0.00						
44	8 10/27/1	2 10/28/12		•	11-1135P	S	:30	2	\$400.00LV2	0.00 NM	2	\$800.00
	Start Date	End Date	8 News Now Sur Weekdays	Spots/Week	<u>Rate</u>	Rating						
	k: 10/22/12 8 10/28/1	10/28/12	S Eye on Wash/Wa	2 I St IoOM	\$400.00 5-6a	0.00 S	:30	2	\$85.00LV2	0.00 NM	2	\$170.00
45	0 10/20/1	2 10/20/12	Eye On Wash/W		J-0a		.00	-	<b>400.00</b> 272	0.00 1	_	**********
Weel	Start Date k: 10/22/12	End Date 10/28/12	Weekdays	Spots/Week 2		Rating 0.00					1	
		2 10/26/12		CM	11a-12p	WTF	:30	1	\$1,925.00LV1	0.00 NM	1	\$1,925.00
	Start Date	End Date	Young & Restles Weekdays	s Spots/Week	Rate	Rating						
	k: 10/22/12	10/28/12	WTF		\$1,925.00	0.00 w	:30		\$8,000.00LV1	0.00 NM	1	\$8,000.00
49			Wed 10-11p CSI	CM	10-11p		.30	•	\$6,000.00EV1	0.00 14141		ψο,οσο.σσ
Weel	<u>Start Date</u> k: 10/22/12	End Date 10/28/12	Weekdays W	Spots/Week 1	Rate \$8,000.00	Rating 0.00					ļ	
51	8 10/30/1	12 10/30/12	Tue 8-9p NCIS	СМ	8-9p	-T	:30	1	\$12,000.00LV1	0.00 NM	1	\$12,000.00
Weel	Start Date k: 10/29/12	End Date 11/04/12	Weekdays -T	Spots/Week	<u>Rate</u> \$12,000.00	Rating 0.00						
52		12 10/30/12		СМ	9-10p	-T	:30	1	\$12,000.00LV1	0.00 NM	1	\$12,000.00
	Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					1	

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 Order / Rev:
 37671
 Advertiser:
 Romney, Mitt / R-Pres

 Alt Order #:
 Product Desc:
 Pres-R
 KLAS

 Flight Dates:
 10/24/12 - 11/06/12
 Estimate:
 494

Ln (	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spot	s Rate Pri	Rtg Type	Spots	Amount
52	8	10/30/12	10/30/12	Tue 9-10p NCIS: LA	СМ	9-10p	-T	:30	1\$12,000.00LV1	0.00 NM	1	\$12,000.00
10/0	<u>Sta</u> ek: 10		End Date 11/04/12	Weekdays -T	Spots/Week	<u>Rate</u> \$12,000.00	Rating 0.00					
54	8		10/25/12	Thu 9-10p Person Of Interes	СМ	9-10p	T	:30	1 \$8,000.00LV1	0.00 NM	1	\$8,000.00
We	<u>Sta</u> ek: 10/		End Date 10/28/12	Weekdays T	Spots/Week 1	<u>Rate</u> \$8,000.00	Rating 0.00					
55	8	10/26/12	10/26/12	Fri 9-10p CSI: NY	СМ	9-10p	F	:30	1 \$5,500.00LV1	0.00 NM	1	\$5,500.00
We	<u>Sta</u> ek: 10/	rt Date /22/12	End Date 10/28/12	Weekdays F	Spots/Week 1	Rate \$5,500.00	Rating 0.00					
56	8	10/26/12	10/26/12	Fri 10-11p Blue Bloods	СМ	10-11p	F	:30	1 \$5,600.00LV1	0.00 NM	1	\$5,600.00
We	<u>Sta</u> ek: 10/		End Date 10/28/12	Weekdays F	Spots/Week 1	Rate \$5,600.00	Rating 0.00					
57	8	10/28/12	10/28/12	Sun 10-11p The Mentalist	CM	10-11p	S	:30	1 \$2,000.00LV2	0.00 NM	1	\$2,000.00
We	<u>Sta</u> ek: 10/	art <u>Date</u> /22/12	End Date 10/28/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$2,000.00	Rating 0.00					

Totals 139 \$188,025.00